

Message Text

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62

ORIGIN COME-00

INFO OCT-01 AF-06 EUR-12 NEA-09 ISO-00 EB-07 CIAE-00

INR-07 LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01

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DRAFTED BY COM/SAD/RVIGNEAULT/GS

APPROVED BY EB/CBA:C HAND

COM/SAD/JEMURRIN

COM/AFR/TFIEDLER

COM/CAGNE/PHALE

COM/WE/RCLARK

COM/EM/GCLAUSEN

COM/DM:HHEIKENEN

COM/ED/JADAMS

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FM SECSTATE WASHDC

TO AMEMBASSY BONN PRIORITY

AMEMBASSY KINSHASA PRIORITY

AMEMBASSY PARIS PRIORITY

AMEMBASSY TEL AVIV PRIORITY

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E.O. 11652: NA

TAGS: BEXP, CG, IS, FR, GW

SUBJECT: KINSHASA COMMERCIAL PRESENCE FAIR-FIKIN 75

--- ITINERARY EXHIBIT DIRECTOR-AMERICAN PAVI-

--- ION

TEL AVIV PASS BERMAN

PARIS PASS GLAHE-CONTRACTOR PAS

BONN PASS GLAHE

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REF: KINSHASA A. 2252, B. 2283 (NOTAL)

1. PARIS/BONN-FOR GLAHE. BOB VIGNEAULT DIRECTOR AMERICAN PAVILION KINSHASA INTERNATIONAL FAIR ARRIVES PARIS TWA 890 APRIL 15 AT 07:55 ON WAY TO ZAIRE. VIGNEAULT WOULD LIKE

TO SPEND FEW HOURS WITH GLAHE TO DISCUSS GENERAL COSTS FOR ERECTING UP-COMING U.S. EXHIBITION IN DAMASCUS JULY 25-AUG. 20, 1975, JEDDAH AND CAIRO MARCH 10-31, 1976 USING SAME A-2 SYSTEM WITH BACK WALLS AND FLOORING THAT GLAHE ERECTED IN CAIRO THIS MONTH. JEDDAH DATES APPROX. OCT/NOV. 1975.

2. TEL AVIV-FOR BERMAN. VIGNEAULT ARRIVING TEL AVIV TWA 810 APRIL 17 AT 15:10 WITH PLANS FOR USIA THEMATIC EXHIBIT. VIGNEAULT ON GOING FLIGHTS TO KINSHASA AS FOLLOWS. TEL AVIV/NAIROBI LY-133 APRIL 22. NAIROBI/KINSHASA QC-061 APRIL 24. REQUEST BERMAN BOOK SAME FLIGHTS TO KINSHASA AS VIGNEAULT AND PLAN TO STAY UNTIL FOLLOWING WEDNESDAY APRIL 29. THERE IS A FLIGHT QC 060 APRIL 30 FROM KINSHASA TO NAIROBI AND FROM NAIROBI/TEL AVIV MAY 1 LY 154.

3. KINSHASA-FOR WALKER. VIGNEAULT AND CONTRACTOR HILLEL BERMAN ARRIVING AIR ZAIRE QC 061 APRIL 24 AT 1600. BERMAN SCHEDULED TO REMAIN UNTIL FOLLOWING WEDNESDAY. DURING BERMAN VISIT REQUEST POST SCHEDULE EXHIBITORS BRIEFING AND ARRANGE TO HAVE LABOR AVAILABLE ONE DAY IN ORDER THAT VIGNEAULT AND BERMAN MAY PROPERLY INSPECT EXHIBIT SYSTEM.

A. REFTEL A. REAR WALLS OF KINSHASA EXHIBIT SYSTEM 3 METERS ABOVE 12 CM PLATFORM. REAR WALL HAS BUILT-IN GRAPHIC PANEL BOXES 1 BY 1 METER WITH VARYING DEPTHS OF 10 CM AND 15 CM AND CAN BE USED FOR GRAPHICS OR PRODUCT DISPLAY. TYPICAL 3X4 METER BOOTH CONTAINS 4 GRAPHIC PANEL BOXES ON BACK WALL IN A 2 BY 2 METER CONFIGURATION. SIDE PANEL BOOTH SEPARATORS ARE 2.28 METERS HIGH AND ARE USED FOR COMPANY AND AGENT IDENTIFICATION AND LITERATURE DISPLAY ONLY. LIGHT FIXTURES ARE 3 METERS ABOVE PLATFORM.

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B. VIGNEAULT AIRMAILING TO POST VIA APO BLACK AND WHITE PHOTOS OF BOOTH SYSTEM THAT WILL BE USED IN FIKIN 75 FAIR ALONG WITH PROPOSED FLOOR PLAN OF COMMERCE PORTION OF PAVILION.

C. REFTEL B. INFORMATION HAS BEEN PASSED GENERAL ELECTRIC.

D. TO DATE THE FOLLOWING COMPANIES WILL SEND THEIR CHECKS AND FORMS DIRECTLY TO COMMERCE. GENERAL ELECTRIC TWO BOOTHS 5000 DOLLARS. WESTINGHOUSE ONE BOOTH 2500 DOLLARS. MCDONNELL DOUGLAS ONE BOOTH 2500 DOLLARS. MORRISON-KNUDSEN THREE BOOTHS 7500 DOLLARS.

E. BOEING DECLINES PARTICIPATION DUE TO OTHER COMMITMENTS.

F. IT IS IMPORTANT THAT THOSE EXHIBITORS, UTILIZING GRAPHIC PANELS ON BACK WALL BRING WITH THEM TO EXHIBITORS

BRIEFING 4"X5" OR 8"X10" BLACK AND WHITE GLOSSY ACTION PHOTOS OR NEGATIVES AS WELL AS COMPANY LOGO. BERMAN WILL TAKE THESE BACK TO TEL AVIV AND HAVE THEM BLOWN UP TO ONE SQUARE METER AND HAND-CARRY THEM BACK UPON HIS RETURN TO KINSHASA. EACH 3 BY 4 METER BOOTH IS ENTITLED TO 3 PHOTOS IN BLACK AND WHITE AND ONE LOGO PER

COMPANY. COMPANIES DESIRING TO USED COLOR PHOTO SHOULD MAKE ARRANGEMENT TO DO THEIR OWN, BEARING IN MIND THAT THE GRAPHIC PANEL THAT WILL BE USED FOR THE PHOTO IS ONE SQUARE METER. THE PHOTOS USED ON THE BACK WALL SHOULD TRY TELL A STORY OR PRESENT AN IDEA. THE LOGO WILL BE HAND PAINTED BY BERMAN USING THE LOGO COLORS. INGERSOLL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 MAR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE070111
Document Source: CORE
Document Unique ID: 00
Drafter: SAD/RVIGNEAULT/GS
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750108-0297
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975036/aaaaafam.tel
Line Count: 143
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 KINSHASA 2252, 75 2283
Review Action: RELEASED, APPROVED
Review Authority: hartledg
Review Comment: n/a
Review Content Flags:
Review Date: 20 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <20 JUN 2003 by SilvaL0>; APPROVED <02 MAR 2004 by hartledg>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: KINSHASA COMMERCIAL PRESENCE FAIR-FIKIN 75 --- ITINERARY EXHIBIT DIRECTOR-AMERICAN PAVI-
TAGS: BEXP, CG, IS, FR, GE
To: BONN MULTIPLE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006